Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method for providing a priority Amber Alert message[[s]] to a plurality of wireless devices for notifying respective users of the wireless devices of the priority Amber Alert message, the method comprising the steps of:

  providing for receiving a priority Amber Alert message from an authority, wherein the authority comprises a law enforcement authority, and wherein the priority Amber Alert message comprises an abductee name, a vehicle identification, a time, and a location;

  providing for assigning a priority identifier to the priority Amber Alert message;

  providing for transmitting the priority Amber Alert message to the plurality of wireless devices, wherein the priority identifier will cause the priority Amber Alert message to receive priority status once received by the plurality of the wireless devices; and,

  providing for compelling the immediate displaying of the priority Amber Alert message on the displays of the plurality of wireless devices before any other message is displayed on the displays of the plurality of wireless devices, comprising the steps of providing for assigning the priority message to a priority channel within the plurality of wireless devices and providing for displaying the priority message received on the priority channel of the plurality of wireless devices, on the display of the plurality of wireless devices immediately upon receipt by the plurality of wireless devices.

2.   (Canceled)

3.   (Original) The method of Claim 1, wherein the priority identifier comprises a network address.

4.   (Canceled)

5.   (Canceled)

6.   (Currently Amended) The method of Claim 1 further comprising the step of:

  providing for storing the priority Amber Alert message received on the priority channel of the plurality of wireless devices, in a priority state within the plurality of wireless devices.

7.   (Currently Amended) The method of Claim 1, wherein the wireless device tracks whether [[a]] the priority Amber Alert message has been displayed on the display of the wireless device.

8.   (Currently Amended) The method of Claim 1 further comprising the step of:

providing for storing the priority Amber Alert message in a memory of the plurality of wireless devices for later retrieval, once the priority Amber Alert message has been displayed on the display of the plurality of wireless devices.

9.   (Canceled)

10.   (Currently Amended) The method of Claim 1 further comprising the step of:

providing for automatically displaying the priority Amber Alert message upon any activity of a user interface of the plurality of wireless devices.

11.   (Currently Amended) The method of Claim 1 further comprising the step of:

providing for automatically displaying a graphic on the display of the plurality of wireless devices prior to displaying the priority Amber Alert message.

12.   (Currently Amended) The method of Claim 1 further comprising the step of:

providing for automatically displaying a graphic on the display of the plurality of wireless devices after displaying the priority Amber Alert message.

13.   (Original) The method of Claim 12, wherein the graphic is an advertising logo.

14.   (Original) The method of Claim 12, wherein the graphic is a sponsor message.

15.   (Original) The method of Claim 1 further comprising the step of:

providing for distributing the plurality of wireless devices within a geographical area.

16.   (Original) The method of Claim 15, wherein the geographical area comprises at least one of a nationwide area, a regional area, a local area, a rural area, and a metropolitan area.

17.   (Canceled)

18.   (Currently Amended) The method of Claim 1, wherein the step of providing for receiving the priority Amber Alert message comprises the step of providing for receiving a graphic from an "Amber Alert" system.

19.   (Canceled)

20.   (Currently Amended) The method of Claim 1 further comprising the step of:

providing for formatting the priority Amber Alert message for transmission to the plurality of wireless devices using information regarding an "Amber Alert."

21.   (Canceled)

22.   (Currently Amended) A system for providing a priority Amber Alert message[[s]] to a plurality of wireless devices for notifying respective users of the wireless devices of the priority Amber Alert message, the system comprising:

  means for receiving a priority message from an authority, wherein the authority

  comprises a law enforcement authority, and wherein the priority Amber Alert message

  comprises an abductee name, a vehicle identification, a time, and a location;

  means for assigning a priority identifier to the priority Amber Alert message;

  means for transmitting the priority Amber Alert message to the plurality of wireless

devices, wherein the priority identifier will cause the priority Amber Alert message to receive

priority status once received by the plurality of the wireless devices; and,

  means for compelling the immediate displaying of the priority Amber Alert message on

the displays of the plurality of wireless devices before any other message is displayed on the

displays of the plurality of wireless devices, comprising means for assigning the priority message

to a priority channel within the plurality of wireless devices and for displaying the priority

message received on the priority channel of the plurality of wireless devices, on the display of

the plurality of wireless devices immediately upon receipt by the plurality of wireless devices.

23.   (Canceled)

24.   (Original) The system of Claim 22, wherein the priority identifier comprises a network address.

25.   (Canceled)

26.   (Canceled)

27.   (Currently Amended) The system of Claim 22 further comprising:

  storing the priority Amber Alert message received on the priority channel of the plurality

of wireless devices, in a priority state within the plurality of wireless devices.

28.   (Currently Amended) The system of Claim 22, wherein the wireless device tracks

whether [[a]] the priority Amber Alert message has been displayed on the display of the wireless

device.

29.   (Original) The system of Claim 22 further comprising:

storing the priority Amber Alert message in a memory of the plurality of wireless devices

for later retrieval, once the priority Amber Alert message has been displayed on the display of

the plurality of wireless devices.

30.   (Canceled)

31.   (Currently Amended) The system of Claim 22, further comprising:

automatically displaying the priority Amber Alert message upon any activity of a user

interface of the plurality of wireless devices.

32.   (Currently Amended) The system of Claim 22, further comprising:

automatically displaying a graphic on the display of the plurality of wireless devices prior

to displaying the priority Amber Alert message.

33.   (Currently Amended) The system of Claim 22, further comprising:

automatically displaying a graphic on the display of the plurality of wireless devices after

displaying the priority Amber Alert message.

34.   (Previously Presented) The system of Claim 33, wherein the graphic is an advertising

logo.

35.   (Previously Presented) The system of Claim 33, wherein the graphic is a sponsor

message.

36.   (Previously Presented) The system of Claim 22 further comprising:

distributing the plurality of wireless devices within a geographical area.

37.   (Previously Presented) The system of Claim 36, wherein the geographical area comprises

at least one of a nationwide area, a regional area, a local area, a rural area, and a metropolitan

area.

38.   (Canceled)

39.   (Previously Presented) The system of Claim 22, wherein the step of receiving the priority

message comprises receiving a graphic from an "Amber Alert" system.

40.   (Canceled)

41.   (Currently Amended) The system of Claim 22 ~~further comprising:~~

wherein the system is configured for formatting the priority message for transmission to

the plurality of wireless devices using information regarding an "Amber Alert."

42.   (Canceled)

43.   (Currently Amended) A wireless device for notifying a user of the wireless device of a priority Amber Alert message, the wireless device comprising:

a display for displaying a priority Amber Alert message originating from an authority, wherein the authority comprises a law enforcement authority, and wherein the priority Amber Alert message comprises an abductee name, a vehicle identification, a time, and a location;

a receiver for receiving the priority Amber Alert message, wherein a priority identifier is assigned to the priority Amber Alert message, and wherein the priority identifier will cause the priority Amber Alert message to receive priority status once received by the wireless device; and,

means for compelling the displaying of the priority Amber Alert message on the displays of the plurality of wireless devices before any other message is displayed on the displays of the plurality of wireless devices, comprising means for detecting whether to assign the priority Amber Alert message to a priority channel within the wireless device and for displaying the priority Amber Alert message received on the priority channel of the wireless device, on the display of the wireless device immediately upon receipt by the wireless device.

44.   (Canceled)

45.   (Canceled)

46.   (Currently Amended) The device of Claim 43, further comprising:

automatically displaying the priority Amber Alert message upon any activity of a user interface of the plurality of wireless devices.